

Chad Advisory

Identity



Home

Whether it is the plan oil in the biscuit we enjoyed this afternoon, the coltan in the mobile we cannot do without or the labour behind the Christmas jumper we look forward to wearing again, sustainable sourcing has never been so important to consumers and global consumer brands.

Chad Advisory works alongside small and large businesses, NGOs, the public sector and all those who dedicate themselves to the sustainable sourcing of consumer products to challenge, support, reflect, and co-create the tomorrow's innovative sourcing solutions.

About Us

Why Chad?

Lake Chad is for me a metaphor for the somewhat tense relationship humankind has had with nature since the beginning of times.

Straddling the borders of Chad, Nigeria, Cameroon and Niger in West Africa, the Lake Chad has provided freshwater and supported livestock and fisheries for people in these countries for thousands of years. But Lake Chad's popularity is contributing to its decline, and the lake is slowly disappearing due to a variety of factors such as overuse of water resources, climate change, poor enforcement of environmental legislation, and weak capacity for water resources management.

Once one of the largest water bodies in Africa, the Lake's size has shrunk a massive 90% compared with what it was in the 1960s. Its surface area has decreased from a peak of 25,000 square kilometers to approximately 1,350 sq.km today.¹

Beyond the metaphor, Lake Chad has been a source of inspiration ever since I was born on its shores. I was privileged to grow up in West

¹ World Bank Data, 2014.

Africa where my father worked for Agriculture Ministries and tirelessly worked with small farmers to help them flourish. From a very early age, I developed an intuitive understanding and a passion for what is now known as 'sustainability' or the deep connection between people, planet and profit.

My Journey

As Sustainable Business Director, intrapreneur change agent, I have enjoyed the last 18 years shaping and scaling shared value initiatives that unlock brand and revenue growth across the Technology, Fast Moving Consumer Goods (FMCG), Utilities, Banking and Automotive sector.

As Head of Sustainable Innovation for the Vodafone Group, I initiated and led a global programme which sparked the co-creation of four mobile products, helping to address supply chain, community engagement and access to water challenges across Africa and Asia in partnership with leaders in sustainability including Unilever, Nestle, Danone, SAB Miller, Marks & Spencer and Walmart.

Prior to this, I led the implementation of a global sustainability framework into seven countries for the Orange Group by gaining the trust and support of local senior leaders on a strategic framework and sensitive topics including sourcing, climate change, ethics, reporting and transparency, and community engagement.

I am grateful to have started my career with John Elkington at SustainAbility where I learnt a great deal for five years and to have built solid foundations thanks to an MSc in Environmental Management and Policy from the University of Lund, a BA (Hons) from the University of South Bank and a degree in International Marketing from the University of York.

Awards and Publications

I was awarded the Guardian Sustainable Business Award for Social Impact and was a speaker at the TEDx Lausanne on innovative mobile products for Unilever, Nestle, Danone, Anglo American and Vodafone. (Insert Link)

Overall, I have delivered more than 20 speaking engagements and interviews in England, Egypt, South Africa, Sweden and Switzerland on food, agriculture, women, labour rights, and technology. (Insert Links)

I have led or been closely involved with the publication more than 10 thought leadership reports. (Insert llnks)

Services

Listening and questioning is at the heart of each mission we undertake. Together we may decide to help you champion an issue or question an emerging framework, get the attention of your senior leadership team, reach out to and partner with other parties in your value chain or assess how technology could help you extend your reach.

We promise to listen, support, challenge and encourage you in equal measures.

Results

- Live - Cafe Direct foundation
- Live - AgronomEx
- Live - Boots
- Completed - Unilever and sustainable sourcing
- Completed - Nestle and sustainable sourcing
- Completed - BAT and child labour
- Completed - Cherie Blair Foundation for Women
- Completed - Danone and micro distribution of Water
- Completed - E-waste at Vodafone.

Contact Us

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